



Rina Hicks
Operations Director

Q&A



Rina is a passionate investment professional who serves as Operations Director at Faida Investment Bank and directs the Corporate Finance Advisory Unit.

Responsible for firm-wide strategic planning and processes in Kenya and Rwanda, Rina has led the firm in carrying out several capital market transactions over the past six years, including cross listings, rights issues, fairness opinions, mergers and acquisitions, take over transactions, and general capital raises in Kenya, Rwanda and Uganda.

As an Authorized Representative under the Nairobi Securities Exchange Growth Enterprise Market Segment (GEMS), Rina has fostered a deep knowledge and appreciation of the challenges that businesses seeking capital go through, and this has fuelled her desire to advance local retail investor participation and higher levels of savings to finance Kenya's overall investment needs.

Rina is the founder of RH Group Limited and Money-Wise®, a platform that is involved in content creation, investment coaching and training, she has increasingly become an internationally recognised voice on financial literacy and investor education. Specifically, she has trained over 5,000 individuals through her online course, Investable, and through partnerships and collaborations with organisations such as Standard Chartered, KCB Group, Kenya Airways, Kenya Wine Agencies Ltd., ABSA, Telkom Kenya, Kenya Revenue Authority, Minet Kenya, and many others.

Rina authored the book, *Money-Wise: Create, Grow & Preserve Wealth* in 2016, and hosts the YouTube Channel, "*Money-Wise with Rina Hicks*," which has more than 40,000 subscribers and over 1.5 million total views from over 50 countries. Her personal vision through these platforms is to see Africans propelled to greater heights in the management of their finances, creating a continent of financially secure families, and in 2022, Rina was voted one of the top 10 women to watch in Banking and Finance in Africa (Angaza Awards 2022). She is a Certified Professional Coach (ICF), is married and has three children.

Q *What was the toughest deal you ever worked on and why?*

A The toughest deal I ever worked on was the purchase of a family-owned business. The founder desired to have an investor come on board for him to cash out a little, but also for succession purposes. He had never worked with professional firms, so we had to assist him with appointing lawyers and other professionals that would help him along the journey. We worked on the deal for 10 months, held many meetings to help the founder understand the investor, how things would change, what the desires of the investor were, the terms of the deal and so on. We went through rigorous financial, tax, legal and operational due diligence, and then a term sheet was shared by the investor. The founder was not happy with the offer, and we went through rounds of negotiations. We finally got some headway, and the founder accepted the offer. The relevant documents were finalised and on the day we were to sign, the investor

sent me a text message to say, "I have changed my mind!"

Q *What, in your opinion, is the hardest part of a M&A deal?*

A Agreeing on valuation and aligning the interests of the different parties (shareholders), especially for family-owned businesses.

Q *What do you do to unwind | get away from the stress of work?*

A I play Squash and I love it. It's hard work, but also lots of fun. When I'm in the office after a stressful conversation or task, I like to take walks to the Arboretum Forest, which is not too far from our office. The sound of birds, the warmth of the sun, and the green and yellow hues lighten things somewhat and help to give me perspective.

FUN FACTS

Favourite Colour: Purple.

Current book on your nightstand: *Parenting Teens with Love & Logic* by Foster W. Cline and Jim Fay.

Item ticked off your bucket list: Sky diving & Bungee Jumping.

Item not yet completed on your bucket list: To visit Israel.

Three things that your colleagues would say about you: Family first, supportive and that I take on too much. 🙄

